

The image features the GlobalLogic logo in white text, centered on a dark blue background. The logo consists of the word "GlobalLogic" in a sans-serif font, with a registered trademark symbol (®) to the upper right of the "c". The background is a blurred office scene with a person sitting in a chair, overlaid with a pattern of faint, light blue circular icons containing various symbols like 'X', 'Y', and 'Z'.

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Business English: Why Should I Care?

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Technical Writer

Agenda

- 1. Why do people speak Business English?**
- 2. Why should I care about Business English?**
- 3. How should I study and practice Business English?**
4. Practice: cover letter and CV
5. Q&A

I need a volunteer

Why do people speak Business English?

What is Business English?

Business = the activity of making, buying, selling or supplying goods or services for money.

English = a language that was first spoken in early medieval England and eventually became a global language.

- about 400 mln native speakers
- about 750 mln L2 speakers
- about 700 mln foreign language speakers

Who speaks Business English?



Why do people speak Business English?



Rakuten Case

Company: **Rakuten**

Country: **Japan**

Number of employees: **7,100 Japanese employees**

Company's goal: become **the number one** internet services
company **in the world**

Big decision: Hiroshi Mikitani (the CEO) decided that **English**
is the **company's official language of business**

Samurai style: announcement in English, 2 years for transition,
from cafeteria menus to elevator directories

Ukrainian IT Domain Case

Domain: **IT**

Country: **Ukraine**

Number of companies: **4,000+**

Number of employees: **150,000+**

Companies' goal: employ consultants **locally**,
engage customers **globally**

Rationale: there is **no better way** to do it

GlobalLogic Case

Company: **GlobalLogic**

Locations: Argentina, Canada, Chile, Croatia, Germany, India, Israel, Poland, Slovakia, Sweden, Switzerland, UK, **Ukraine**, USA

Ukraine: **Kyiv, Lviv, Kharkiv, Mykolaiv**

Number of employees: **15,000+** globally, **4500+** in Ukraine

Companies goal: engage customers and talents **globally**

Rationale: there is **no better way** to do it

How employees feel about Business English

FRUSTRATED

My company and I would benefit if I learned English, but I don't think I can do it.

INSPIRED

I am capable of learning English, and it would be good for me and my company if I did.

OPPRESSED

I don't think I am capable of learning English, and I don't see the benefit to me or my company to learn it.

INDIFFERENT

I can learn English, but I don't see the benefit for me or my company.

It's business, nothing personal

- English is the lingua franca of global commerce
- Native English speakers have to learn Business English, too



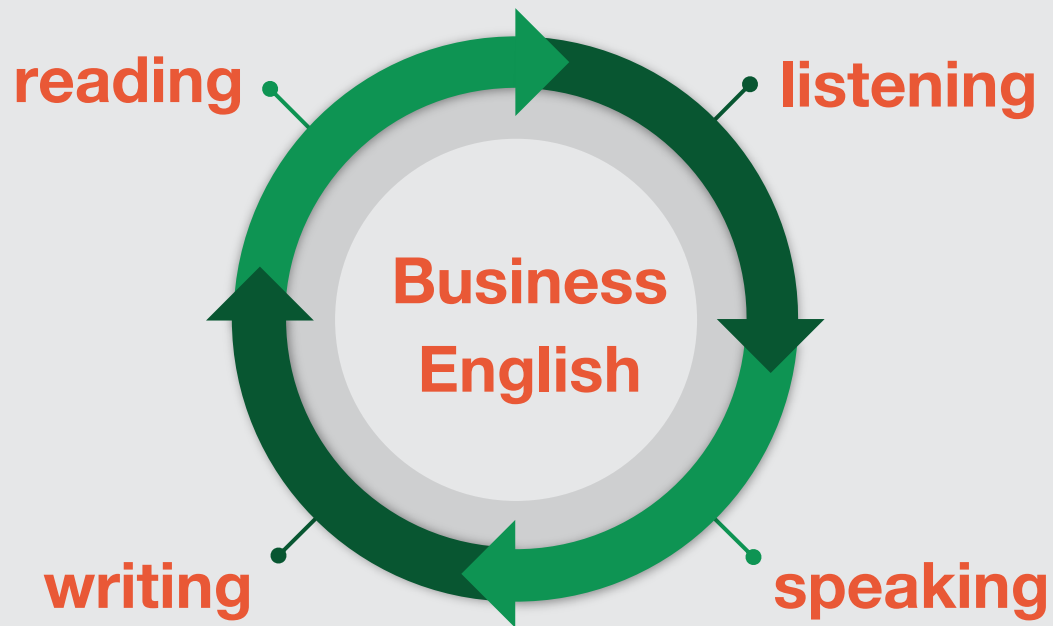
Why should I care about Business English?

Why Business English?

- **to get a job** (student – professional)
 - get employed globally
- **to be promoted** (professional development)
 - faster progression through job grades
 - increases in salary
 - more senior roles



Skills



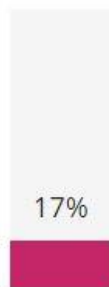
What do employers think is the most important language skill?

Medium sized business (100 ▾)

IT / Computer Services ▾

 Include global average

Listening



Global

Cambridge English Cambridge English

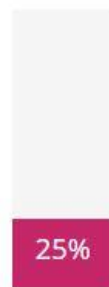
Reading



Global

Cambridge English Cambridge English

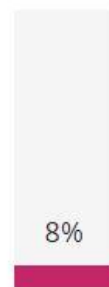
Speaking



Global

Cambridge English Cambridge English

Writing



Global

Cambridge English Cambridge English

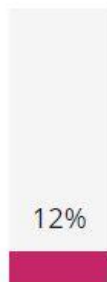
What do employers think is the most important language skill?

Enterprise business (1000 - : ▾

IT / Computer Services ▾

 Include global average

Listening



Global

Cambridge English · Cambridge English

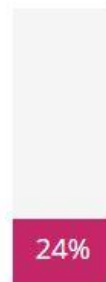
Reading



Global

Cambridge English · Cambridge English

Speaking



Global

Cambridge English · Cambridge English

Writing



Global

Cambridge English · Cambridge English

What level of English do employers require for tasks at work?

Enterprise business (1000 - 10000) ▼

IT / Computer Services ▼

 Include global average

Writing emails and
letters



Global

Cambridge English

Delivering
presentations



Global

Cambridge English

Participating in
meetings



Global


Cambridge English

Reading reports



Global

Cambridge English

 Advanced to native level Basic to intermediate level

How do employers test level of English?

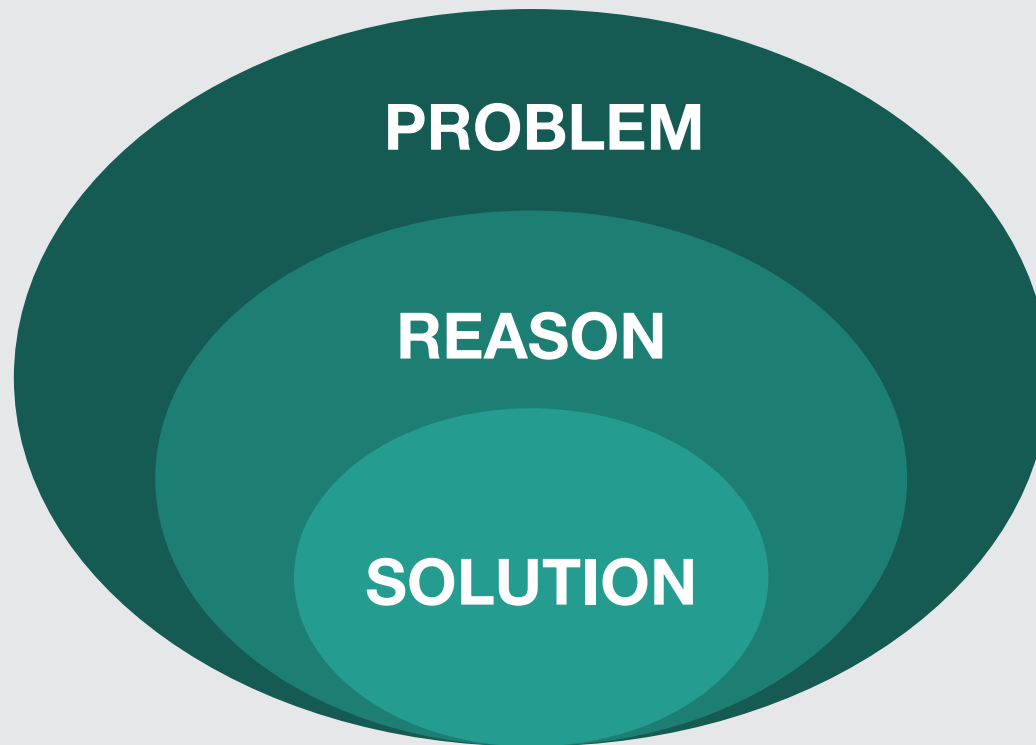
- English test at the job interview (externally provided)
- English test at the job interview (internally created)
- Interview in English
- International English language certificate
- Degree taught in English
- English test taken at school

General vs Business English

- Reading and writing emails/documents
- Making phone/conference/Skype calls
- Doing presentations
- Taking part in F2F and online meetings
- Being involved in negotiations
- ...

How should I study and practice Business English?

Business English



Key Problems

- **Unsuccessful communication:** *'I do not know how to say what I think, I cannot express all the ideas I have.'*
- **Cultural barriers:** *'I was misunderstood, we communicate differently in my country.'*
- **Accent and pronunciation:** *'I do not understand foreign people when they speak English, or they do not understand my accent.'*
- **Lack of confidence:** *'Speaking on the phone is too difficult and makes me anxious,' 'Job interviews are just too scary.'*

Key Reasons

- **Ineffective teaching methods:** *'I know how to say what I think, but I cannot teach you.'*
- **Lack of practice:** *'My teacher is great, but as soon as I leave the class I forget everything.'*
- **Anxiety and lack of confidence:** *'I am not comfortable to speak because I make mistakes.'*
- **No time to prepare:** *'I need to take the job and start going to the meetings, writing emails, but I don't have time to study business English.'*

Key Solutions

- **Learn by doing:** *‘Read, listen, speak, and write.’*
- **Find a teacher:** *‘Find someone who will teach you 4 skills of Business English.’*
- **Practice pronunciation:** *‘Record yourself (Google Docs -> Voice Typing) while reading an English text, listen to it, and practice the words you mispronounced.’*
- **Manage time:** *‘Combine active and passive learning, and develop good study habits.’*

Effective Learning

Be whole
Study all four skills
not just one.

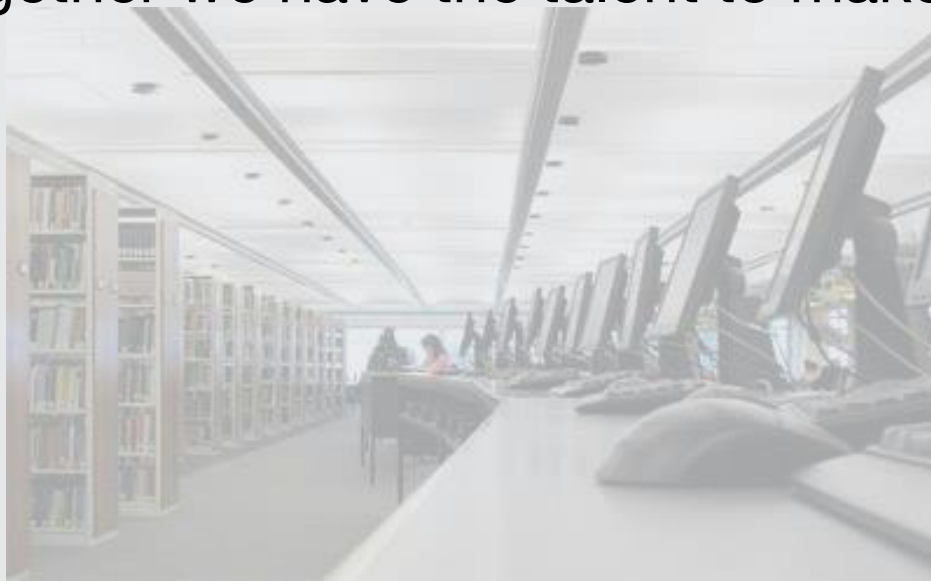


Be creative
Experiment with
how things get
done.

Be realistic
Clarify what is
important and act.

GlobalLogic Motto

We have the power to pen the future not simply by seeing things the way they are, but by the way they can be – and together we have the talent to make it happen.



PRACTICE AFTER THE BREAK

Agenda

1. Why do people speak Business English?
2. Why should I care about Business English?
3. How should I study and practice Business English?
- 4. Practice: cover letter and CV**
- 5. Q&A**

I need some volunteers

GlobalLogic Motto

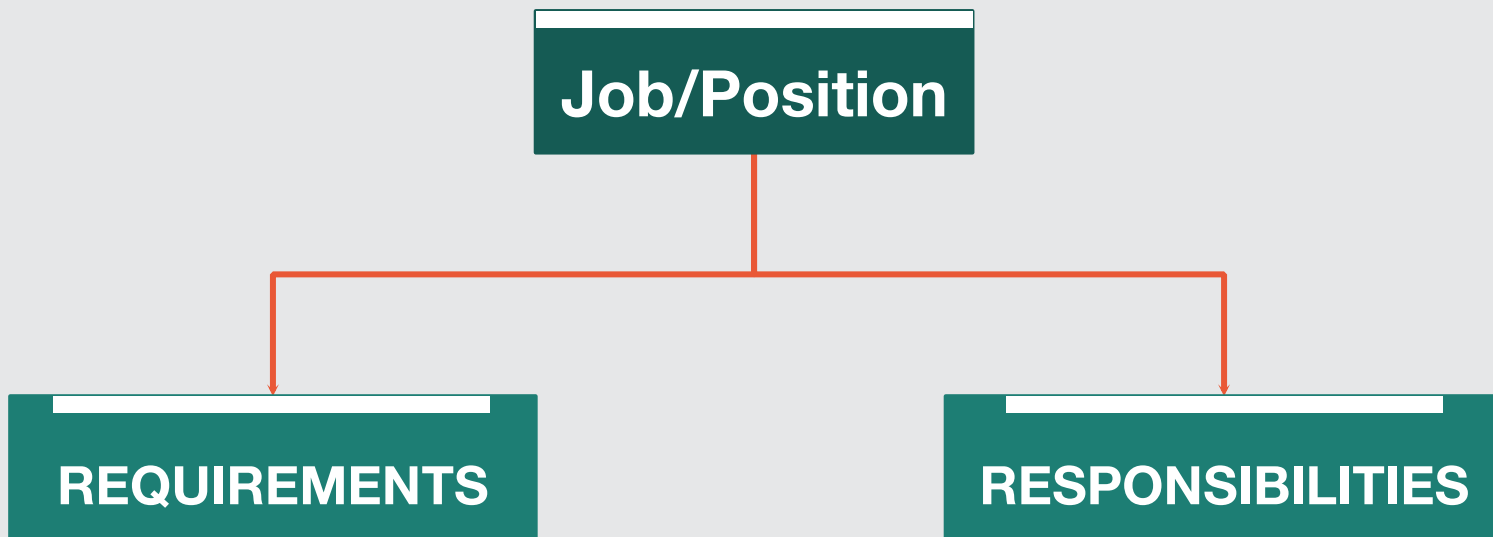
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My Job in 5 Years

CUSTOMER COLLABORATION RESPONDING TO CHANGE

What would you like to do in 5 years?



What would you like to do in 5 years?

- **requirements**

something that you must have in order to do something else

- e.g.** - Degree in Computer Science or related field.
- Experience with user interface design, database structures, and statistical analysis.
 - Analytical mindset and good problem-solving skills.

What would you like to do in 5 years?

- **responsibilities**

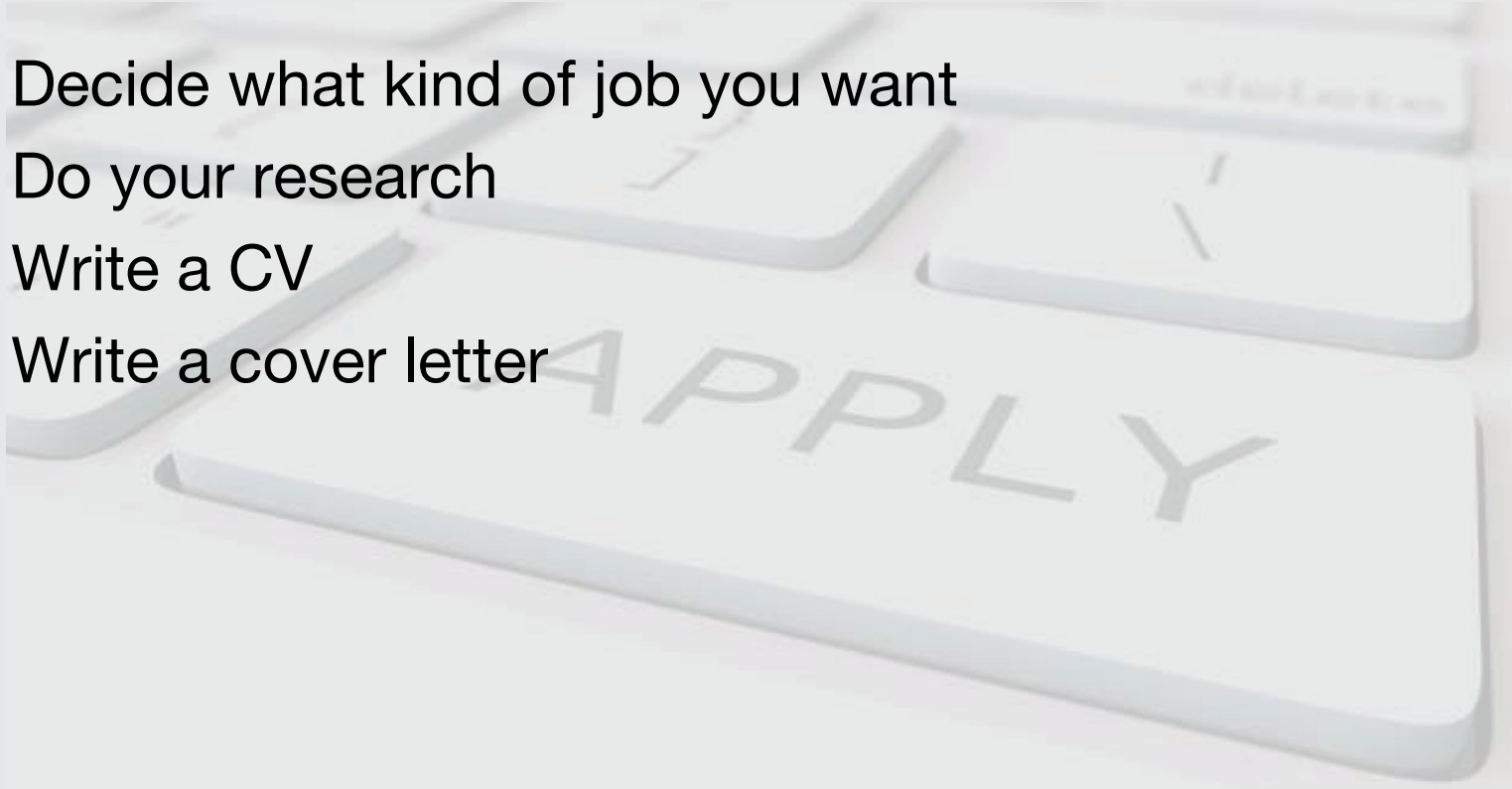
what you do at a job or a position

- e.g.** - Designing and implementing Java-based applications.
- Developing and testing software.
 - Writing technical documentation.

- **Visualise your job in 5 years**
- **Write down requirements and responsibilities**

Applying for a Job

- Decide what kind of job you want
- Do your research
- Write a CV
- Write a cover letter

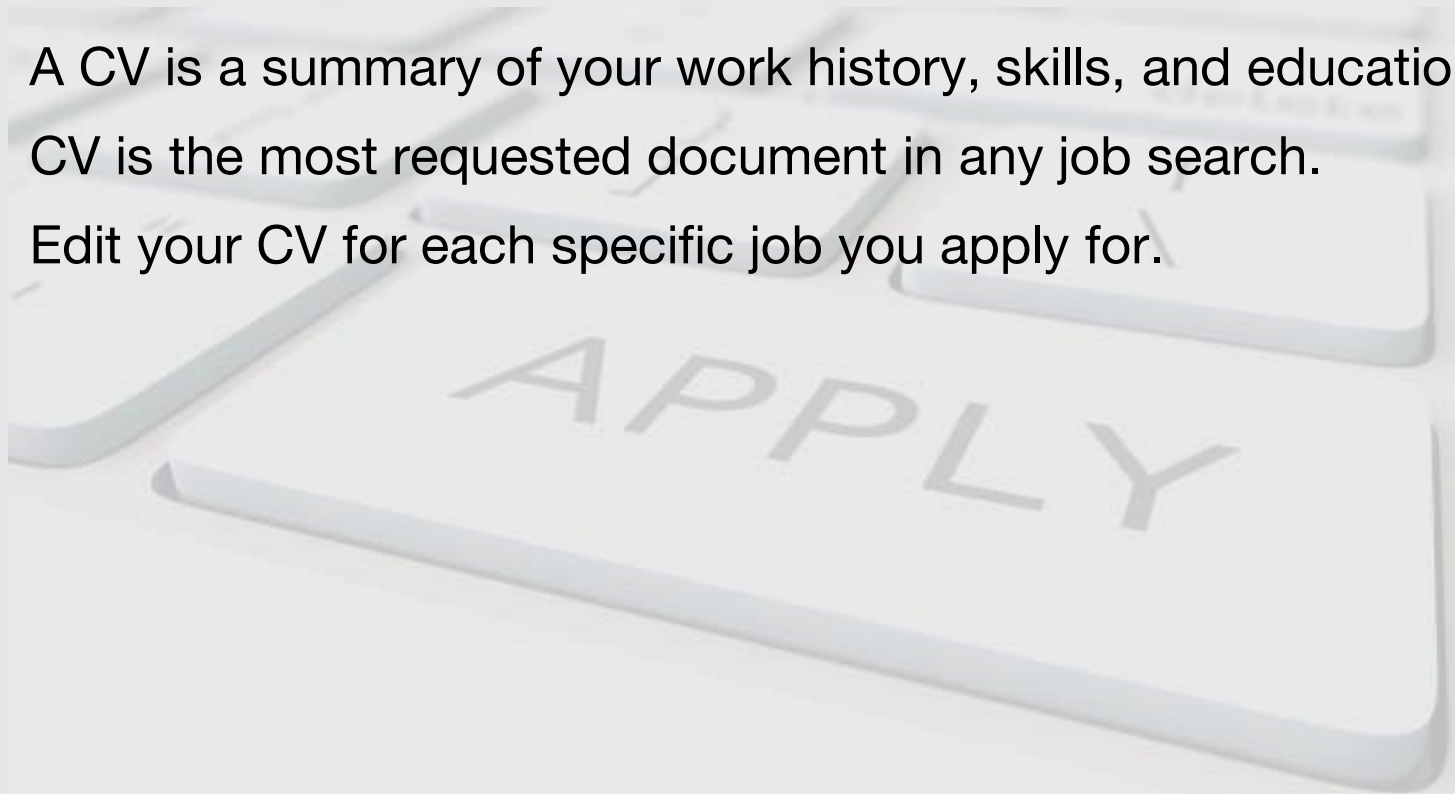


CV

CUSTOMER COLLABORATION RESPONDING TO CHANGE

CV

- A CV is a summary of your work history, skills, and education.
- CV is the most requested document in any job search.
- Edit your CV for each specific job you apply for.



What to say in a CV

- Design the CV
- Provide your contact info
- Show off your skills
- List your experience
- Quantify your experience
- Include other positions
- Keep it concise

How to say

- Contact info in the header
- Professional summary
- Skills
- Tools
- Education
- Work experience
- Volunteer experience

What to avoid

- **Spelling and grammar mistakes**
 - Company names, tools, addresses, etc.
- **Telling instead of showing**
 - Instead of using *experienced*, *passionate*, *focused*, *creative* words, demonstrate how you use that skill.
- **Focusing on job functions over results**
 - Instead of talking about the day-to-day, describe the big picture impact you had.
- **Leaving out social media links**
 - Add professional social media links

CV Templates

- [Europass](#)
- [Online CV Maker](#)
- [cvmaker](#)
- [CV-Template](#)
- [Enhancv](#)
- many more

Cover Letter

Cover Letter: Your First Business Email

- A cover letter is a tool to help **introduce yourself** in a memorable, personal way during a job application.
- **Plan** the content of your cover letter **based on the requirements** of the job you are applying for.

What's wrong with this email?

To: robert.smith@best.it.com (Robert Smith)
From: petryk2001@bmail.com (Petro Halushka)
Subject: Job?

Hey Bob,

We talked a couple weeks back at the chamber of commerce event. I was the one looking for a summer internship wearing a nice T-shirt with a superman. Maybe that helps you recall, maybe not. Not completely important, I suppose.

I'd really like to come work for you at your IT business. You seemed like a cool person to work for. I'm available to start working on Monday, but I am taking my driver's test in June and have to study and go an hour and half away to take it at an easier place cause I'm not a great driver so I'll miss a few days. I am also going to the beach with friends for a week in July.

I've attached my resume. Let me know if you have a job opening for me. I can't wait to play on some computers. If I don't respond to your email, I'm always on FB or Insta!

Peace out,
Peter

Email Structure

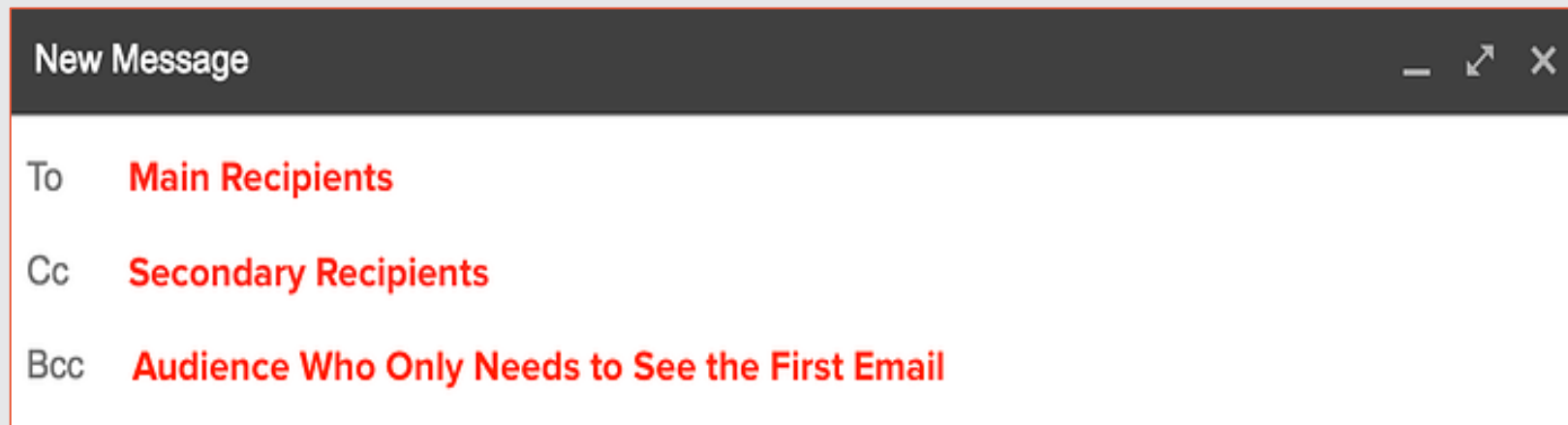
Message header

- Address line
 - *From:*
 - *To:*
 - *CC:*
 - *BCC:*
- Subject line
 - *Subject:*

Message body

- Text
- Signature
- Attachment/link

Address Line



The image shows a screenshot of an email client's 'New Message' window. The window has a dark grey header bar with the text 'New Message' on the left and three window control icons (minimize, maximize, close) on the right. Below the header, the recipient fields are listed in a white area with a thin red border. The fields are: 'To' with the value 'Main Recipients', 'Cc' with the value 'Secondary Recipients', and 'Bcc' with the value 'Audience Who Only Needs to See the First Email'. All values are in red text.

To	Main Recipients
Cc	Secondary Recipients
Bcc	Audience Who Only Needs to See the First Email

Subject Line

Check to see if your subject lines pass a simple list of questions:

- Is the main idea clear from the subject line?
- Is it more a phrase than full sentence?
- Can the receiver judge the urgency with respect to whether they must read the message now or can leave it for later?
- Will the receiver be able to find this message again easily based on your subject line?

Good subject line

Feedback needed: Agenda items for budget meeting

Subject Line

- Regarding next Tuesday's meeting
- Conference dates
- Problem!
- Need a speaker

How would you improve these subject lines?

Starting and ending phrases

Starting phrases

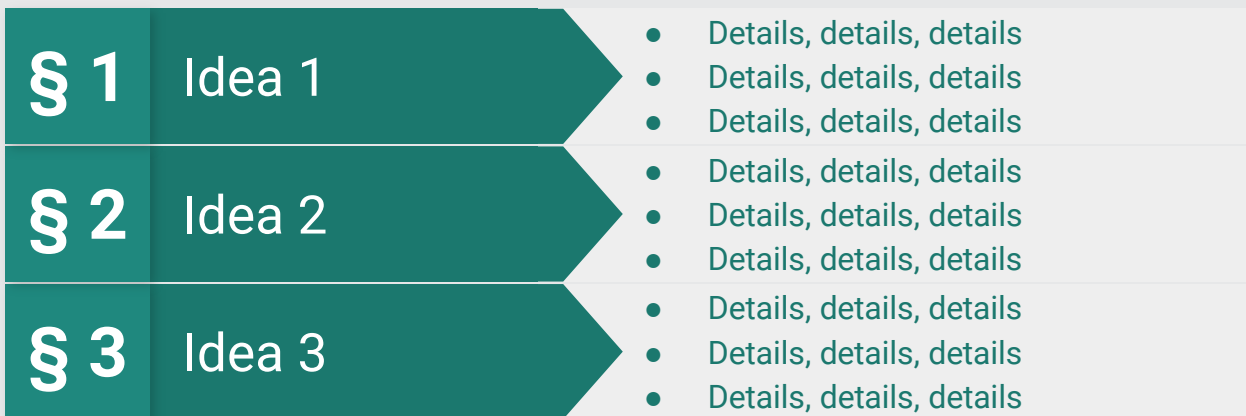
- Dear Mr. Braun / Ms. Smith,
- Dear Hao Juang / Dear Ihor Bohdan,
- Dear Sir or Madam,
- Dear Sales Team,
- Greetings / Greetings All,

Ending phrases

- Yours sincerely,
- Yours faithfully,
- Yours truly,
- Regards,

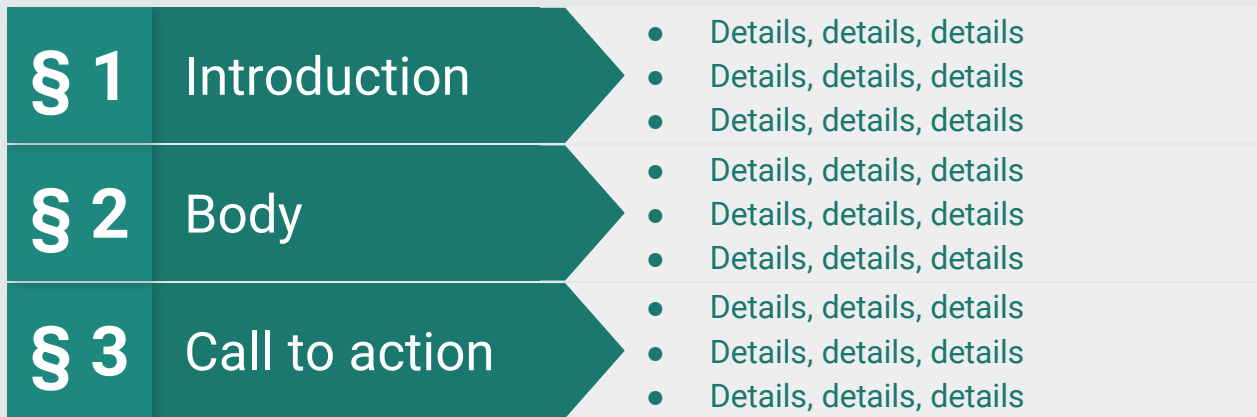
Paragraphs

- Emails are easier to read if the writer uses paragraphs.
- Start a new paragraph for each new topic.
- Each paragraph starts on a new line.
- A paragraph in an email is often two or three sentences long.



Paragraphs

- Memorable introduction
- Specific, organized examples of relevant work done and problems solved
- Concise conclusion with a call to action



What to say

- How your work experience meets job requirements
- How your skills meet job requirements
- Why you want to work at the organization



What to say

- Pick an appropriate voice and tone
- Don't sound like everyone else
- Honesty is the only policy
- Tell your story
- Show how you can solve specific problems
- End with a call to action

What to avoid

- **Overused phrases**
 - “To Whom It May Concern”
 - “I’m not sure if you know”
 - “Dynamic”
 - “Significant”
 - “Please feel free”
 - “self-starter,” “detail-oriented,” and “forward-thinker”
 - “Really, truly, deeply”
- **Irrelevant information**

Paragraph 1

- **Clearly introduce yourself**

“My name is Petro and I am a recent graduate from Ivan Franko National University of Lviv. I graduated in June with a Bachelor’s degree in Computer Science. An alumni forwarded me a job posting about your System Administrator position at ABC-IT. I am highly interested in this opportunity because I believe that I would make a great fit for your company.”

Paragraph 2

- **Talk about your relevant skills and accomplishments**

“I realize you are looking for a candidate with strong knowledge of systems and networking software, hardware, and networking protocols. I think that my job experience and skills meet your requirements. As an assistant of a system administrator in University’s Computer Lab, I was responsible for supporting the lab webpage and troubleshooting technical issues. This work required me to work in Drupal and Moodle, estimate, prioritize, and coordinate troubleshooting activities, as well as provide technical support to lab users.”

Paragraph 3

- **Highlight your best qualities and explain why you're a good fit**

“During my final semester at the university, I led a group of three students to create a summer IT camp for teenagers. I was responsible for leading brainstorming sessions, communicating with Lviv secondary schools and engaging speakers and trainers. Through this project, I learned how to collaborate with others and work effectively in a team in order to accomplish a common goal.”

Paragraph 4

- **Conclude with a call to action**

“With the combination of my experience in effective troubleshooting and leadership skills, I am confident that I would make a great fit for this position. Thank you for taking the time to review my application and consider me as a candidate. I look forward to hearing from you soon!”

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GlobalLogic Values: What Forms Our Culture

Integrity

We always hold ourselves to the highest **ethical standards** and take personal responsibility for our words and actions.

Openness

We believe in the **free flow of information** – regardless of rank or power, so that everyone has access to the most complete data to make superior decisions.

Teamwork

We strive for intimate understanding and **alignment of each others' goals** and to actively care for and trust each other.

Innovation

We believe in always **learning and innovating**. We encourage and reward those who respectfully challenge conventional wisdom, take risks and speak out.



Thank You

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